

## Abstract of the Invention

The present invention is an on-request service precluding unwanted solicitation of electronic messages. More specifically, an environment is created whereby a user  
5 may request information in desired categories, customize each request with respect to the amount of information wanted, the active duration of such request, the device or IP address(es) to which to deliver such information and other user-specified preferences. Further, an advertiser  
10 may respond to the request by providing the sought after information by way of the service, and may, in turn, define requirements and specifications related to budget, time period, response goals, etc. The system operates on the basis of subscriber and supplier having active requests and  
15 historical record of requests and fulfillment managed as Information Accounts.